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GLOBALLY SPEAKING

Motives for Adopting English Vocabulary in Other Languages

Edited by Judith Rosenhouse (Technion I.I.T) and
Rotem Kowner (University of Haifa)

Key Features

- explores motives for lexical borrowing from English in 12 different languages
- examines whether this English lexical 'invasion' is an inevitable process

The volume examines the motives for lexical borrowing from English during the last century, the processes involved in the penetration of English vocabulary into new environments, and the extent of its integration into twelve languages representing several language families. Many of these absorbing languages are studied here for the first time.

Contents

1. The Hegemony of English and Determinants of Borrowing from Its Vocabulary
2. Icelandic: Phono-Semantic Matching
3. French: Tradition vs. Innovation as Reflected in English Borrowings
4. Dutch: Is It Threatened by English?
5. Hungarian: Trends and Determinants of English Borrowing in a Market Economy Newcomer
6. Russian: From Social Realism to Reality Show
7. Hebrew: Borrowing Ideology and Pragmatic Aspects in a Modern(ized) Language
8. Colloquial Arabic (in Israel): The Case of English Loanwords in a Minority Language with Diglossia
9. Amharic: Political and Social Effects on English Loanwords
10. Farsi: The Process of Modernization and the Advent of English
11. Indian Languages: Hidden English in Texts and Society
12. Chinese in Taiwan: Cooking a Linguistic Chop Suey and Embracing English
13. Japanese: The Dialectic Relationships between "Westernness" and "Japaneseness" as Reflected in English Loanwords
14. Conclusion: Features of Borrowing from English in Twelve Languages

For almost a decade, Prof. Judith Rosenhouse and Prof. Rotem Kowner have led a multi-member research project on the motives for borrowing foreign lexicon, culminating with the publication of this book. Rosenhouse is a noted Israeli linguist specialized in Arabic and Hebrew, who recently retired from the Technion, Israel Institute of Technology and has joined Swantech Ltd. Kowner is an Israeli Japanologist who focuses on Japanese attitudes and response to foreign culture, the West in particular, in modern times. Currently he serves as the chair of the Department of East Asian Studies at the University of Haifa.

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